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ABSTRACT

In fall 1997 Northern Virginia Community College (NVCC) conducted a telephone survey of new students to collect information on the media sources utilized by the students in order to assess effective ways to market the college to prospective students. Students were asked questions about their exposure to print, television, radio and computer media. The Office of Institutional Research attempted to reach 380 students, and the survey yielded 158 responses. Major categories of questions included: (1) newspaper-reading characteristics; (2) magazine/periodical-reading characteristics; (3) television-watching characteristics; (4) radio-listening characteristics; (5) usage of the NVCC schedule of classes; (6) access to personal computers; and (7) Internet usage. The results of the survey are divided into gender, race and age group for each of these major categories. Major findings include: 69% regularly read a newspaper; The Washington Post was the most common newspaper read; 66% read magazines/periodicals regularly; 95% watched television regularly; 57% watched television less than 2 hours a day, while 16% watched more than 4 hours; the amount of television watched declined by age group; 87% regularly listened to the radio; 40% used the catalog to get information about NVCC; and 85% had access to a computer outside of NVCC. Appendices include a table of student demographics and interviewer questions. Contains 45 tables. (RDG)

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RESEARCH REPORT

NO. 2-98

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Media Survey

NVCC Student

Office of Institutional Research
Northern Virginia Community College

JULY 1998

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NVCC STUDENT MEDIA SURVEY

Research Report No. 2-98

Office of Institutional Research
Northern Virginia Community College

July 1998

NVCC STUDENT MEDIA SURVEY

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NVCC STUDENT MEDIA SURVEY

Executive Summary

In fall 1997 the Office of Institutional Research (OIR) conducted a telephone survey of new Northern Virginia Community College (NVCC)[1] students. The purpose of the survey was to collect information on the media sources to which students were exposed to assess effective ways to market NVCC to prospective students. Students were asked a variety of questions relating to their exposure to print, television and radio.

The following is a brief summary of the major findings of the survey.

- The majority of respondents (69%) said they regularly read a newspaper.
- A higher percentage of males (71%) than females (67%) regularly read a newspaper.
- A significantly higher percentage of Black respondents (88%) regularly read a newspaper compared to other racial/ethnic groups.
- The highest percent of newspaper readership was among respondents 17 years of age and under and those 31-44 years of age (75%).
- Of those students who regularly read a newspaper, 77% said they read a newspaper daily while 23% read a newspaper just on the weekend or Sunday.
- Seventy-two percent of those reading a newspaper read *The Washington Post*, 6% read *The Washington Times* and 6% read *USA Today*. Thirty-three percent responded that they read another newspaper (this may have been in addition to one of the aforementioned newspapers as the question allowed more than one response).
- Apart from the 'other' category, respondents most often cited the sports section or the front page as their favorite sections of the newspaper, followed by local news and style.
- Sixty-six percent of the respondents indicated that they read magazines or periodicals regularly.
- Females (69%) were slightly more likely to read magazines or periodicals than males (64%).
- Almost all (95%) of the respondents watched television regularly.

[1]Also referred to as NOVA in this report.

- Readership of magazines and periodicals was highest among those respondents 17 years and under (71%) and among White (70%) and Hispanic (69%) racial/ethnic groups.

- Fifty-seven percent of the respondents said they did most of their television viewing at night (7 p.m to 11 p.m.). An additional 27% said they did most of their T.V. viewing in the evening (5 p.m. to 7 p.m.).

- Most respondents (57%) said they watched two hours or less of television a day. Sixteen percent said they watched more than four hours a day.

- The number of hours spent watching television declined by age group. More than half of the respondents thirty and under watched two or more hours of television a day compared to 16% of those over thirty.

- Eighty-seven percent of the respondents regularly listened to the radio. More than half of the students said they listened to the radio at various times throughout the day. Thirty percent of the students specified they listened to the radio in the morning.

- Those respondents in the 18-21 age range were most likely to listen to the radio. In addition, those respondents in the 18-21 age range were more likely to listen to the radio more hours a day than respondents in any other age range.

- While most of the respondents (60%) said they listened to the radio two hours or less a day, 36% said they listened to the radio one hour or less. Eighteen percent said they listened to the radio more than four hours a day.

- When asked how they found out about *NOVA*, most students gave a response 'other' than the reasons listed on the survey (72%). In fact, the most common response was, in general, that they didn't know how they knew about *NOVA* they just knew about it. Fifteen percent of the students found out about *NOVA* from friends and 8% found out about *NOVA* from the *Schedule of Classes*.

- Most of the respondents (93%) got the *Schedule of Classes*. Seventy-two percent of those responding said they received the *Schedule of Classes* in the mail.

- Only 40% of those responding said they used the *College Catalog* to get information about the College. When asked how they got access to the *Catalog* most (68%) said they bought it.

- Eighty-five percent of the students said they had access to a personal computer outside of *NOVA* and 66% of those used their P.C. to access the Internet.

- Asian respondents were more likely than respondents of any other race/ethnicity to access the Internet (71%).

NVCC STUDENT MEDIA SURVEY

I. Introduction and Methodology

Introduction

In Fall 1997 the Office of Institutional Research conducted a telephone survey of new NVCC students (first-time and transfer[2]). The purpose of the survey was to collect information on the media sources (e.g., television, radio, print) to which students were exposed to assess effective ways to market NVCC to students. For the most part, the interviews took about three minutes each and were conducted by the same interviewer.

One of the major problems encountered in conducting this telephone survey was modern technology. Answering machines and caller I.D. give call recipients the opportunity to screen out unwanted calls.

The report is divided into four sections: I Introduction and Methodology, II Survey Results, III Student Demographics, and IV Conclusions.

Methodology

The Office of Institutional Research generated a simple random sample of new students and over a period of several weeks, starting November 18th, attempted to contact these students by phone. Students were notified in advance, by postcard, that they would be receiving a call from NVCC and the purpose of the call. Telephone calls were made at various times of the day Monday through Saturday, to try to reach and receive input from the widest variety of students. Some students had to be eliminated from the survey because of disconnected, wrong, or non-working numbers. In addition some students, when contacted, refused to participate. The Office of Institutional Research attempted to contact 380 students. The survey yielded 158 responses, a response rate of 42%.

The Survey consisted of eight main questions dealing with different subject areas. Depending on the response to the main question, follow-up questions were asked. The eight main question subject areas sought information on students' exposure to newspaper, magazines, television and radio, as well as how students found out about *NOVA*, whether they received the *Schedule of Classes*, whether they had used the *College Catalog* to get information about the college and if they had access to a personal computer outside of *NOVA*. Follow-up questions were aimed at extracting more detail information.

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[2] The study was limited to first-time and transfer students as the focus of the study was to learn information about how to market to prospective *NOVA* students. The first-time and transfer student cohort was assumed to most closely resemble prospective *NOVA* students.

For example, if the respondents answered 'yes' to the question when asked if they watched television, follow-up questions addressed: what time they did most of their television viewing; how many hours a day, on average, they watched television; what channels they watched and what were some of their favorite television shows.

The purpose of this report is to analyze and present the findings of the NVCC Student Media Survey. In some cases, where the responses are analyzed by subgroup (age, race, gender) the number of respondents may be very small. This report does not make any inferences about the population based on the results of this study and neither should the reader. The analysis is limited to the findings of the NVCC Student Media Survey and the responses have been reported and analyzed accordingly, regardless of the number of respondents.

II. Survey Results

During a telephone interview, students were asked a number of questions relating to their exposure to print, television and radio as well as questions about how they found out about *NOVA*; if they received the *Schedule of Classes*; if they used the *College Catalog* to get information about *NOVA* and their access to personal computers and the Internet. This report analyzes and summarizes the results of the survey. The analysis is organized by type of media - print, television and radio. In addition, there are sections on how students received information about *NOVA* and their access to personal computers and the Internet. Responses were obtained from one hundred and fifty-eight students. Following is a detailed analysis of those responses. Totals and percentages in the text and tables are based on the number of students responding to the question. In the analysis by age group please refer to Table I in appendix A for a complete list of the age group categories.

Students' Exposure to Print

When asked if they regularly read a newspaper, the majority of respondents revealed that they did (69%).

Table 1
Students Who Regularly Read a Newspaper

	Number	*Percent*
Yes	109	69.0
No	49	31.0
Total	158	100.0

A higher percentage of males (71.4%) than females (66.7%), however, responded that they regularly read a newspaper.

Table 2
Students Who Regularly Read a Newspaper
By Gender

	Male (Number)	***Male (Percent)***	*Female (Number)*	***Female (Percent)***
Yes	55	71.4	54	66.7
No	22	28.6	27	33.3
Total	77	**100.0**	**81**	**100.0**

Analysis by racial category also revealed that a significantly higher percentage of Black respondents (87.5%) regularly read a newspaper compared to any other racial group. In contrast, sixty percent of Native Americans did not read a newspaper regularly, the only group where the majority did not regularly read a newspaper.

Table 3
Students Who Regularly Read a Newspaper
By Race

	Yes (Number)	***Yes (Percent)***	*No (Number)*	***No (Percent)***
White	71	67.6	34	32.4
Black	14	87.5	2	12.5
Native American	2	40.0	3	60.0
Asian	6	60.0	4	40.0
Hispanic	10	76.9	3	23.1
Other	6	66.7	3	33.3

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A comparison of newspaper reading among different age groups did not reveal any significant differences. Overall, the majority of respondents in all age groups regularly read a newspaper. The highest percentage of newspaper readership was among respondents 17 and younger and those 31-44 years of age (75%). The lowest percentage of newspaper readership was among those 18-21 years old (63%).

Table 4
Students Who Regularly Read a Newspaper
By Age Group

	Yes (Number)	*Yes (Percent)*	*No (Number)*	*No (Percent)*
17 & Under	6	75.0	2	25.0
18-21 years	44	62.9	26	37.1
22-30 years	32	74.4	11	25.6
31-44 years	21	75.0	7	25.0
45-59 years	6	66.7	3	33.3

Of those students who regularly read a newspaper, over three-quarters (77%) said they read a newspaper daily, while 23% read a newspaper just on the weekend or Sunday. In fact, across both genders and all racial and age group categories, of those who read a newspaper regularly, most did so on a daily basis.

Table 5
When Students Read the Newspaper

Read Newspaper	*Number*	*Percent*
Daily	78	76.5
Weekend/Sunday	24	23.5
Total	**102**	**100.0**

Of those reading a newspaper, 72% said they read *The Washington Post*, 6% read *The Washington Times* and 6% read *USA Today*. Thirty-three percent responded that they read another newspaper. The most often cited 'other' newspaper that respondents read was one of the local area *Journal* newspapers. Women were more likely than men to read a newspaper that was not *The Washington Post*, *The Washington Times* or *USA today*. In addition, men were twice as likely as women to read *The Washington Times*.

Table 6
Newspaper(s) Students Read*

	Number	*Percent*
Washington Post	78	72.0
Washington Times	6	5.5
USA Today	6	5.5
Other	36	33.0

*multiple responses allowed

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When questioned about their favorite section of the newspaper, apart from the 'other' category, respondents most often cited the sports section or the front page as their favorite sections of the newspaper, followed by local news and style. Some of the sections mentioned in the 'other' category included comics, finance, arts and sciences.

Table 7
Students' Favorite Section(s) of the Newspaper*

	Number	*Percent*
Sports	25	22.9
Style/Fashion	12	11.0
Local News	15	13.8
Employment	1	0.9
Want Ads	2	1.8
Front Page/Main	23	21.1
World News	4	3.7
Other	29	26.6

*multiple responses allowed

Sixty-six percent of the respondents indicated that they read some type of magazine or periodical regularly. Some of the most commonly mentioned ones were *Newsweek*, *Time*, *People*, *Cosmopolitan* and *Glamour*.

Table 8
Students Who Read Magazines /Periodicals Regularly*

	Number	*Percent*
Yes	104	66.0
No	53	48.6
Total	**157**	100.0

*multiple responses allowed

Females (69%) were slightly more likely to read magazines/periodicals than males (64%).

Table 9
Students Who Read Magazines/Periodicals Regularly
By Gender

	***Male* (Number)**	*Male (Percent)*	***Female* (Number)**	*Female (Percent)*
Yes	49	63.6	55	68.8
No	28	36.4	25	31.3

Readership of magazines and periodicals was highest among those respondents seventeen years of age and below (71%) and among White (70%) and Hispanic (69%) racial/ethnic groups and lowest among the 31-44 age group (64%) and Native Americans (40%).

Table 10
Students Who Read Magazines/Periodicals Regularly
By Age Group

	Yes (Number)	*Yes (Percent)*	*No (Number)*	*No (Percent)*
17 & Under	5	71.4	2	28.6
18-21 years	46	65.7	24	34.3
22-30 years	29	67.4	14	32.6
31-44 years	18	64.3	10	35.7
45-59 years	6	66.7	3	33.3

Table 11
Students Who Read Magazines/Periodicals Regularly
By Race

	Yes (Number)	*Yes (Percent)*	*No (Number)*	*No (Percent)*
White	73	70.2	31	29.8
Black	9	56.3	7	43.8
Native American	2	40.0	3	60.0
Asian	5	50.0	5	50.0
Hispanic	9	69.2	4	30.8
Other	6	66.7	3	33.3

Students' Exposure to Television

Almost all (95%) of the respondents watched television regularly.

Table 12
Students Who Watch Television Regularly

	Number	*Percent*
Yes	150	94.9
No	8	5.1
Total	**158**	**100.0**

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Ninety-six percent of males and 94% of females watched television regularly.

Table 13
Students Who Watch Television Regularly
By Gender

	Male (Number)	*Male (Percent)*	*Female (Number)*	*Female (Percent)*
Yes	74	96.1	76	93.8
No	3	3.9	5	6.2

All of the respondents over twenty-two years of age said they watched television regularly. Eighty-eight percent of those seventeen years of age and under and 90% of those eighteen to twenty-one years of age said they watched television regularly.

Table 14
Students Who Watch Television Regularly
By Age Group

	Yes (Number)	*Yes (Percent)*	*No (Number)*	*No (Percent)*
17 & Under	7	87.5	1	12.5
18-21 years	63	90.0	7	10.0
22-30 years	43	100.0	0	0
31-44 years	28	100.0	0	0
45-59 years	9	100.0	0	0

In addition, while all of the Black, Native American and 'other' respondents said they watched television, only 90% of Asian, 92% of Hispanic and 94% of White respondents said they watched television regularly.

Table 15
Students Who Watch Television Regularly
By Race

	Yes (Number)	*Yes (Percent)*	*No (Number)*	*No (Percent)*
White	99	94.3	6	5.7
Black	16	100.0	0	0
Native American	5	100.0	0	0
Asian	9	90.0	1	10.0
Hispanic	12	92.3	1	7.7
Other	9	100.0	0	0

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Fifty-seven percent of the respondents said they did most of their television viewing at night. Most of those respondents who watched television at night did so between the hours of 7 p.m to 11 p.m. An additional 27% said they did most of their T.V. viewing in the evening, which was, based on respondent comments, between the hours of 5 p.m to 7 p.m.

Table 16
When Students Watch Television

	Number	*Percent*
Morning	3	2.0
Afternoon	8	5.4
Evening	40	27.0
Night	84	56.8
Various Times	5	3.4
Morning/evening/night	2	1.4
Weekends only	6	4.0
Weekdays only	0	0
Total	**148**	**100.0**

Most respondents (57%) said they watched two hours or less of television a day. Sixteen percent said they watched more than four hours a day.

Table 17
Number of Hours a Day Students Watch Television.

	Number	*Percent*
One hour or less	34	23.3
Between one to two hours	49	33.6
Between two to three hours	27	18.5
Between three to four hours	13	8.9
More than four hours a day	23	15.7
Total	**146**	**100.0**

Interestingly, half of all the male respondents said they watched television two or more hours a day and 18% said they watched television more than four hours a day. Whereas, 63% of females said they watched two hours or less of television a day and only 14% said they watched television more than four hours a day.

Table 18
Number of Hours a Day Students Watch Television
By Gender

	One Hour or Less		*One to Two Hours*		*Two to Three Hours*		*Three to Four Hours*		*More than Four Hours*	
	#	%	#	%	#	%	#	%	#	%
Male	12	16.7	24	33.3	17	23.6	6	8.3	13	18.1
Female	22	29.7	25	33.8	10	13.5	7	9.5	10	13.5

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The number of hours spent watching television declined by age group. Fifty-seven percent of those respondents in the seventeen and below age group watched two or more hours of television a day compared to 53% in the eighteen to twenty-one age group and 51% in the twenty-two to thirty age group. Only 16% of those thirty-one and older watched television two or more hours a day.

Table 19
Number of Hours a Day Students Watch Television
By Age Group

	One Hour or Less		*One to Two Hours*		*Two to Three Hours*		*Three to Four Hours*		*More than Four Hours*	
	#	%	#	%	#	%	#	%	#	%
17 & Under	0	0	3	42.9	2	28.6	1	14.3	1	14.3
18-21 years	13	21.3	16	26.2	12	19.7	5	8.2	15	24.6
22-30 years	5	12.2	15	36.6	10	24.4	6	14.6	5	12.2
31-44 years	12	42.9	10	35.7	3	10.7	1	3.6	2	7.1
45-59 years	4	44.4	5	55.6	0	0	0	0	0	0

Eighty-two percent of Hispanic respondents watched two or more hours of television a day. In fact, almost 46% of Hispanic respondents watched more than four hours a day, the highest percent among all of the racial/ethnic groups. Forty-four percent of Black respondents watched two or more hours of television a day and 25% said they watched more than four hours a day. Thirty-six percent of White respondents watched two or more hours of television a day and 11% watched more than four hours a day. Although 63% of Asian respondents watched more than two hours of television a day, none of them watched more than three hours of television a day.

Table 20
Number of Hours a Day Students Watch Television
By Race

	One Hour or Less		*One to Two Hours*		*Two to Three Hours*		*Three to Four Hours*		*More than Four Hours*	
	#	%	#	%	#	%	#	%	#	%
White	36	26.8	36	37.1	13	13.4	11	11.3	11	11.3
Black	4	25.0	5	31.3	3	18.8	0	0	4	25.0
Native American	1	20.0	4	80.0	0	0	0	0	0	0
Asian	2	25.0	1	12.5	5	62.5	0	0	0	0
Hispanic	1	9.1	1	9.1	3	27.3	1	9.1	5	45.5
Other	0	0	2	22.2	3	33.3	1	11.1	3	33.3

Respondents were asked what television channels they watched. Some of the most common responses included all the major networks. Channel 5 and Channel 4 were probably the most frequently singled out television channels. Channel 20, ESPN and CNN were also mentioned fairly regularly. The Spanish language station Channel 58 was also mentioned a few times.

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Respondents were asked what some of their favorite television shows were. Some of the most frequently mentioned were Seinfeld, Friends, E.R., Southpark, X-Files and Party of Five.

Students' Exposure to Radio

A large majority of respondents (87%) regularly listened to the radio.

Table 21
Students Who Listen to the Radio Regularly

	Number	*Percent*
Yes	137	87.3
No	20	12.7
Total	**157**	**100.0**

This did not differ by gender, 88% of females and 87% of males regularly listened to the radio.

Table 22
Students Who Listen to the Radio Regularly
By Gender

	Male (Number)	*Male (Percent)*	*Female (Number)*	*Female (Percent)*
Yes	66	86.8	71	87.7
No	10	13.2	10	12.3

Among the different age groups, the 18-21 year olds were most likely to listen to the radio (91%), whereas among the under 17 year olds 75% said they regularly listened to the radio, the lowest percentage in any of the age groups.

Table 23
Students Who Listen to the Radio Regularly
By Age Group

	Yes (Number)	*Yes (Percent)*	*No (Number)*	*No (Percent)*
17 & Under	6	75.0	2	25.0
18-21 years	64	91.4	6	8.6
22-30 years	36	85.7	6	14.3
31-44 years	23	82.1	5	17.9
45-59 years	8	88.9	1	11.1

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In most cases the large majority of respondents in all racial/ethnic categories said they regularly listened to the radio; however, only half of the Asian respondents said they regularly listened to the radio.

Table 24
Students Who Listen to the Radio Regularly
By Race

	Yes (Number)	*Yes (Percent)*	*No (Number)*	*No (Percent)*
White	96	92.3	8	7.7
Black	14	87.5	2	12.5
Native American	4	80.0	1	20.0
Asian	5	50.0	5	50.0
Hispanic	10	76.9	3	23.1
Other	8	88.9	1	11.1

More than half of the respondents (54%) said they listened to the radio at various times throughout the day and could not pinpoint the exact times they listened to the radio. While 30% of the respondents specified they listened to the radio in the morning. This did not differ by gender, although a higher percent of female respondents listened to the radio in the morning (32%) than males (28%).

While the majority of respondents in all age groups stated that they listened to the radio at various times during the day, half of the under seventeen age group said they listened to the radio in the morning. It is the observation of the interviewer, drawn from comments made by the respondents, that these respondents had clock/radio/cd player units that woke them up in the morning. In conversation with the respondents, many said they listened to the radio whenever they were in their car.

Table 25
When Students Listen to the Radio

	Number	*Percent*
Morning	40	30.1
Afternoon	8	6.0
Evening	7	5.3
Night	6	4.5
Various Times	72	54.1
Morning/evening/night	-	-
Weekends only	-	-
Weekdays only	-	-
Total	**133**	**100.0**

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While most of the respondents (60%) said they listened to the radio two hours or less a day, 36% said they listened to the radio one hour or less. Eighteen percent said they listened to the radio more than four hours a day.

Table 26
Number of Hours a Day Students Listen to the Radio

	Number	*Percent*
One hour or less	47	36.4
Between one to two hours	30	23.3
Between two to three hours	19	14.7
Between three to four hours	10	7.8
More than four hours a day	23	17.8
Total	**129**	**100.0**

Males (21%) were more likely than females (15%) to listen to the radio more than four hours a day.

Table 27
Number of Hours a Day Students Listen to the Radio
By Gender

	One Hour or Less		*One to Two Hours*		*Two to Three Hours*		*Three to Four Hours*		*More than Four Hours*	
	#	%	#	%	#	%	#	%	#	%
Male	22	34.9	15	23.8	8	12.7	5	7.9	13	20.6
Female	25	37.9	15	22.7	11	16.7	5	7.6	10	15.2

While the majority of respondents in most age groups listened to the radio two hours or less a day, the majority of respondents in the 18-21 age group listened to the radio two or more hours a day (52%). Twenty-one percent of the respondents in the 18-21 age group listened to the radio more than four hours a day.

Table 28
Number of Hours a Day Students Listen to the Radio
By Age Group

	One Hour or Less		*One to Two Hours*		*Two to Three Hours*		*Three to Four Hours*		*More than Four Hours*	
	#	%	#	%	#	%	#	%	#	%
17 & Under	2	40.0	2	40.0	1	20.0	-	-	-	-
18-21 years	20	31.8	10	15.9	14	22.2	6	9.5	13	20.6
22-30 years	12	38.7	9	29.0	2	6.5	3	9.7	5	16.1
31-44 years	10	43.5	7	30.4	2	8.7	-	-	4	17.4
45-59 years	3	42.9	2	28.6	-	-	1	14.3	1	14.3

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The majority of Whites (59%), Blacks (67%) and Asians (75%) listened to the radio two hours or less a day. The majority of Hispanics listened to the radio two or more hours a day (56%). Native Americans were split halfway between those who listened two or more and those who listened two or less hours a day. The largest group, percentagewise, to listen to the radio more than four hours a day was Asians (25%).

Table 29
Number of Hours a Day Students Listen to the Radio
By Race

	One Hour or Less		*One to Two Hours*		*Two to Three Hours*		*Three to Four Hours*		*More than Four Hours*	
	#	%	#	%	#	%	#	%	#	%
White	32	34.4	23	24.7	14	15.1	6	6.5	18	19.4
Black	7	58.3	1	8.3	2	16.7	0	0	2	16.7
Native American	0	0	2	50.0	0	0	2	50.0	0	0
Asian	1	25.0	2	50.0	0	0	0	0	1	25.0
Hispanic	3	33.3	1	11.1	3	33.3	0	0	2	22.2
Other	4	57.1	1	14.3	0	0	2	28.6	0	0

Some of the most frequently mentioned radio stations that respondents listened to were 99.1, 101.1, 104.1.

How Students Receive Information About NOVA

When asked how they found out about *NOVA*, most students gave a response 'other' than the reasons listed on the survey. Probably the most common response was something to the effect that they did not know how they knew about *NOVA* they just knew about it. Respondents talked about living close to a *NOVA* campus and the College just being part of the local culture. Many said they had lived in the area for years and *NOVA* was just always there. Some parents said they found out about *NOVA* from their children. Fifteen percent of the students found out about *NOVA* from friends and 8% found out about *NOVA* from the *Schedule of Classes*.

Table 30
How Students Found Out About *NOVA*

	Number	*Percent*
Schedule of Classes	12	7.7
Television	2	1.3
Radio	1	0.6
Newspaper/Magazine	1	0.6
Friends	24	15.4
Teachers	2	1.3
Parents	2	1.3
Road signs	-	-
Other	112	71.8
Total	**156**	**100.0**

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An overwhelming majority of students got the *Schedule of Classes* (93%).

Table 31
Students Who Get the *Schedule of Classes*

	Number	*Percent*
Yes	141	93.4
No	10	6.6
Total	**151**	**100.0**

Seventy-two percent of those responding said they received the *Schedule of Classes* in the mail.

Table 32
Students Who Get the *Schedule of Classes* in the Mail

	Number	*Percent*
Yes	98	72.1
No	38	27.9
Total	**136**	**100.0**

Only 40% of those responding said they used the *College Catalog* to get information about the college. When asked how they got access to the *Catalog* most (68%) said they bought it.

Table 33
Students Who Use the *College Catalog* to Get Information About the College

	Number	*Percent*
Yes	60	39.5
No	92	60.5
Total	**152**	**100.0**

A slightly higher percentage of women (41%) than men (38%) said they used the *College Catalog* to get information about the College.

Table 34
Students Who Use the *College Catalog* to Get Information About the College
By Gender

	Male (Number)	*Male (Percent)*	*Female (Number)*	*Female (Percent)*
Yes	28	37.8	32	41.0
No	46	62.2	46	59.0

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Half of the Hispanic respondents and 63% of those who indicated they were of 'other' race used the *Catalog*. In contrast only 25% of Black respondents said they used the *College Catalog*.

Table 35
Students Who Use the *College Catalog* to Get Information About the College
By Race

	Yes (Number)	*Yes (Percent)*	*No (Number)*	*No (Percent)*
White	39	38.6	62	61.4
Black	4	25.0	12	75.0
Native American	2	40.0	3	60.0
Asian	4	40.0	6	60.0
Hispanic	6	50.0	6	50.0
Other	5	62.5	3	37.5

Respondents 17 years of age and below (25%) and those in the 45-59 (25%) age group were least likely to use the *Catalog*. Respondents in the 18-21 (44%) and 31-44 (48%) year old age groups were more likely than those in the other age groups to use the *College Catalog*.

Table 36
Students Who Use the *College Catalog* to Get Information About the College
By Age Group

	Yes (Number)	*Yes (Percent)*	*No (Number)*	*No (Percent)*
17 & Under	2	25.0	6	75.0
18-21 years	30	43.5	39	56.5
22-30 years	13	32.5	27	67.5
31-44 years	13	48.2	14	51.8
45-59 years	2	25.0	6	75.0

Most students who used the *College Catalog* to get information about the College bought a copy of the *Catalog* (68%). A few respondents mentioned using the Internet to get access to the *Catalog*.

Table 37
How Students Get Access to the *Catalog*

	Number	*Percent*
Bought a Catalog	39	68.4
Borrowed a Catalog	8	14.0
Other	10	17.6
Total	**57**	**100.0**

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Students' Access to Personal Computers and the Internet

Eighty-five percent of the respondents said they had access to a personal computer outside of *NOVA* and 66% of those used their P.C. to access the Internet.

Table 38
Students Who Have Access to a Personal Computer Outside *NOVA*

	Number	*Percent*
Yes	132	84.6
No	24	15.4
Total	**156**	**100.0**

Eighty-seven percent of males and 83% of females had access to a personal computer.

Table 39
Students Who Have Access to a Personal Computer Outside *NOVA*
By Gender

	Male (Number)	*Male (Percent)*	*Female (Number)*	*Female (Percent)*
Yes	65	86.7	67	82.7
No	10	13.3	14	17.3

Although the majority of respondents across all races and ethnic groups had access to a personal computer, Whites were more likely than any other group to have access to a personal computer. Almost all white respondents (95%) had access to a personal computer. Black (56%) and 'other' race (56%) groups had the lowest percent of respondents with access to a personal computer. More Hispanic respondents (77%) had access to a personal computer than Asian respondents (70%).

Table 40
Students Who Have Access to a Personal Computer Outside *NOVA*
By Race

	Yes (Number)	*Yes (Percent)*	*No (Number)*	*No (Percent)*
White	98	95.2	5	4.8
Black	9	56.3	7	43.7
Native American	3	60.0	2	40.0
Asian	7	70.0	3	30.0
Hispanic	10	76.9	3	23.1
Other	5	55.6	4	44.4

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There was very little difference by age group in access to a personal computer. Over 80% of the respondents in all age groups said they had access to a personal computer.

Table 41
Students Who Have Access to a Personal Computer Outside *NOVA*
By Age Group

	Yes (Number)	*Yes (Percent)*	*No (Number)*	*No (Percent)*
17 & Under	7	87.5	1	12.5
18-21 years	59	85.5	10	14.5
22-30 years	34	81.0	8	19.1
31-44 years	23	82.1	5	17.9
45-59 years	9	100.0	0	0

In response to the question about accessing the Internet, most of the respondents did access the Internet with their personal computers.

Table 42
Students Who Use Their Personal Computer to Access the Internet

	Number	*Percent*
Yes	86	66.2
No	44	33.8
Total	**130**	**100.0**

While the majority of both sexes said they accessed the Internet from their personal computers, males were more likely (70%) than females (63%) to access the Internet.

Table 43
Students Who Use Their Personal Computer to Access the Internet
By Gender

	Male (Number)	*Male (Percent)*	*Female (Number)*	*Female (Percent)*
Yes	44	69.8	42	62.7
No	19	30.2	25	37.3

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Asian respondents were more likely than any other racial/ethnic group to access the Internet (71%). Native American (33%) and Black respondents (50%) were least likely among all the groups to access the Internet.

Table 44
Students Who Use Their Personal Computer to Access the Internet
By Race

	Yes (Number)	*Yes (Percent)*	*No (Number)*	*No (Percent)*
White	66	69.5	29	30.5
Black	5	50.0	5	50.0
Native American	1	33.3	2	66.7
Asian	5	71.4	2	28.6
Hispanic	6	60.0	4	40.0
Other	3	60.0	2	40.0

Once again, age did not appear to be a factor in whether respondents accessed the Internet. Well over half of the respondents in all age groups used their personal computer to access the Internet; however, those 17 years of age and under were less likely than other age groups to access the Internet.

Table 45
Students Who Use Their Personal Computer to Access the Internet
By Age Group

	Yes (Number)	*Yes (Percent)*	*No (Number)*	*No (Percent)*
17 & Under	4	57.1	3	42.9
18-21 years	40	69.0	18	31.0
22-30 years	22	62.9	13	37.1
31-44 years	15	68.2	7	31.8
45-59 years	5	62.5	3	37.5

III. Student Demographics[3]

The demographic characteristics of the students who responded to the survey, on the whole, paralleled that of the population (first-time and transfer students) and the sample. That is, respondents were predominantly white (66.5%), female (51.3%), part-time (68.4%) and under thirty-one years of age (76.6%).

[3] For complete demographic information on the population, sample and respondents please see Table 1 in Appendix A.

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Closer study of the three groups (population, sample, respondents), however, reveals the respondent group was made up of a much higher percentage of Whites (66.5%) than the population (60.3%) or the sample (59.2%). Conversely, the respondent group had a much lower percentage of Black (10.1%) and Asian (6.3%) students than the population (Black 14.7%, Asian 10.4%) or the sample (Black 15.5%, Asian 10.0%). Hispanic students were fairly evenly represented across all groups (population 8.3%, respondents 8.2%, sample 8.8%). Native American and 'other' students had higher representation, percentage-wise, among the respondent group (3.2 %, 5.7% respectively) than the population (1.8%, 4.5%) or the sample (1.4%, 5.0%).

While the majority of respondents were not placed in a program at NVCC (52%) a higher percentage of the respondents were program-placed than in the population (45.5%) or the sample (43.2%) groups. In addition, more than one-third of the respondents were program-placed in a transfer program (AS, AA) compared to the population (27.5) or the sample (25.9). In all three groups (respondents, population and sample), the majority took classes during the day only (55.1%, 56.0%, 55.4% respectively). Respondents were more likely to reside in Fairfax County than anywhere else (35.4%) and to have the Annandale Campus as their home campus (34.8%). This was also true of the population (Fairfax County 35.3%; Annandale Campus 35.2%) and the sample (Fairfax County 35.3%; Annandale Campus 35.1%). It should be noted, however, that Manassas Campus students were over-represented in the respondent group.

In conclusion, although on the surface the demographic characteristics of the survey respondents resembled the population and the sample there were, in fact, subtle differences. Black and Asian students were under represented among the respondents and Mannassas Campus students were over-represented. Also respondents enrolled in AA and AS programs were over-represented.

IV. Conclusions

Respondents to the survey were exposed to a variety of media. The majority of respondents to the survey read newspapers and magazines, they watched television and listened to the radio, also they had access to personal computers and the Internet outside of *NOVA*. This exposure differed, in some cases, by age, gender, or race/ethnicity.

In general, females had less media exposure than males. Females watched less television, listened to less radio, and were less likely than males to read a newspaper or have access to a personal computer or the Internet. Females, however, were more likely than males to regularly read magazines or periodicals.

Analysis by age group revealed that while a lower percentage of respondents under twenty-one years of age acknowledged regularly watching television than those over twenty-one years of age, younger respondents watched more hours of television than older respondents. The number of hours of television viewing declined with age.

Those respondents in the 17 and under age group were more likely to read newspapers or magazines and periodicals than any other age group. Those in the 18-21 age group were more likely to listen to the radio and listen more hours than any other age group.

Examination of media exposure by race/ethnicity indicated that Black respondents were more likely to regularly read a newspaper than any other race/ethnicity. Hispanics watched more hours of television and listened to more hours of radio than any other race/ethnicity. In addition, Hispanics along with White respondents were more likely to read magazines and periodicals. Asians were more likely than any other racial/ethnic group to access the Internet.

The results from this survey reveal some interesting information about Northern Virginia Community College students' exposure to the media. The survey results may be useful in helping the College to market its programs and services. While students are exposed to a wide variety of commonly available media and appear to take advantage of all of it, when the population is segmented certain groups show preference for certain forms of media.

Finally, it is interesting to note that when specifically asked how they found out about *NOVA* very few respondents credited any media source for that knowledge. Most respondents spoke of a general awareness of *NOVA* as entrenched in the local culture.

Appendix A

Table I

Student Demographics
NVCC Student Media Survey
Fall 1997

	GROUP					
	POP.		RESPONSE		SAMPLE	
	N	%	N	%	N	%
RACE						
WHITE	5446	60.3	105	66.5	295	59.2
BLACK	1327	14.7	16	10.1	77	15.5
AM.INDIAN	165	1.8	5	3.2	7	1.4
ASIAN	935	10.4	10	6.3	50	10.0
HISPANIC	751	8.3	13	8.2	44	8.8
OTHER	403	4.5	9	5.7	25	5.0
TOTAL	9027	100.0	158	100.0	498	100.0
SEX						
MALE	4304	47.7	77	48.7	251	50.4
FEMALE	4723	52.3	81	51.3	247	49.6
TOTAL	9027	100.0	158	100.0	498	100.0
STATUS						
FT	3003	33.3	50	31.6	157	31.5
PT	6024	66.7	108	68.4	341	68.5
TOTAL	9027	100.0	158	100.0	498	100.0
AGEGROUP						
17 & BELOW	318	3.5	8	5.1	17	3.4
18-21 YRS	4179	46.3	70	44.3	222	44.6
22-30 YRS	2314	25.6	43	27.2	141	28.3
31-44 YRS	1647	18.2	28	17.7	94	18.9
45-59 YRS	527	5.8	9	5.7	23	4.6
60 + YRS	42	0.5	.	.	1	0.2
TOTAL	9027	100.0	158	100.0	498	100.0

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Table I (Continued)

Student Demographics
NVCC Student Media Survey
Fall 1997

	GROUP					
	POP.		RESPONSE		SAMPLE	
	N	%	N	%	N	%
STUDENT TYPE						
FIRST TIME	4840	53.6	87	55.1	262	52.6
TRANSFER	4187	46.4	71	44.9	236	47.4
TOTAL	9027	100.0	158	100.0	498	100.0
LEGAL JURISDICTION						
ARLINGTON COUNTY	559	6.2	8	5.1	20	4.0
FAIRFAX COUNTY	3187	35.3	56	35.4	176	35.3
LOUDOUN COUNTY	530	5.9	7	4.4	25	5.0
PRINCE WILLIAM COUNTY	1324	14.7	20	12.7	69	13.9
ALEXANDRIA	890	9.9	16	10.1	51	10.2
FAIRFAX CITY	105	1.2	.	.	5	1.0
FALLS CHURCH	196	2.2	3	1.9	10	2.0
MANASSAS	162	1.8	9	5.7	14	2.8
MANASSAS PARK	49	0.5	3	1.9	4	0.8
OTHER VA.	552	6.1	10	6.3	30	6.0
D.C.	91	1.0	1	0.6	6	1.2
MARYLAND	210	2.3	1	0.6	12	2.4
OUTSIDE VA,METRO	1172	13.0	24	15.2	76	15.3
TOTAL	9027	100.0	158	100.0	498	100.0
VETERANS STATUS						
NO	7903	87.5	136	86.1	432	86.7
YES	1124	12.5	22	13.9	66	13.3
TOTAL	9027	100.0	158	100.0	498	100.0

Table I (Continued)

Student Demographics
NVCC Student Media Survey
Fall 1997

	GROUP					
	POP.		RESPONSE		SAMPLE	
	N	%	N	%	N	%
DAY-NIGHT						
DAY ONLY	5059	56.0	87	55.1	276	55.4
NIGHT ONLY	2343	26.0	41	25.9	136	27.3
MIXED	1625	18.0	30	19.0	86	17.3
TOTAL	9027	100.0	158	100.0	498	100.0
STUDENT LEVEL						
FRESHMAN AS,AA	2482	27.5	53	33.5	129	25.9
DEVELOPMENTAL	1	0.0	.	.	.	.
CERT	275	3.0	3	1.9	19	3.8
UNCLASSIFIED	4915	54.4	82	51.9	283	56.8
FRESHMAN AAS	1354	15.0	20	12.7	67	13.5
TOTAL	9027	100.0	158	100.0	498	100.0
HOME CAMPUS						
ALEXANDRIA	2299	25.5	35	22.2	127	25.5
LOUDOUN	1108	12.3	17	10.8	62	12.4
MANASSAS	979	10.8	27	17.1	55	11.0
ANNANDALE	3175	35.2	55	34.8	175	35.1
WOODBRIDGE	1466	16.2	24	15.2	79	15.9
TOTAL	9027	100.0	158	100.0	498	100.0

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Appendix B

NVCC STUDENT MEDIA SURVEY
Fall 1997
Interviewer Questions

1. Do you **REGULARLY** read a newspaper?

_Yes _No

If YES, do you read the newspaper

_Daily _Weekend/Sunday

If YES, what newspaper do you read?

_Washington Post
_Washington times
_USA Today
_Other_____

If YES, what is your favorite section?

_Sports
_Style/Fashion
_Local/Metro news
_Employment
_Want Ads
_Front Page/Main Section
_World News
_Other_____

Do you read any magazines/periodicals **REGULARLY**?

_Yes _No

If YES, what magazines/periodicals do you read? (List)

Do you watch T.V.?

_Yes _No

If YES, at what time do you do **most** of your T.V. viewing?
(Interviewer: in each category of time try to pin them down to specific hours of listening)

_Morning (From when to when)_____

_Afternoon (From when to when)_____

_Evening (From when to when)_____

_Night (From when to when)_____

_Various Times (From when to when)_____

_Morning/evening/night (From when to when)_____

_Weekends only (From when to when)_____

_Weekdays only (From when to when)_____

On average, how many hours a day do you watch T.V. ?

_One hour or less

_between one to two hours

_between two to three hours

_between three to four hours

_More than four hours a day

What T.V. channels do you watch?

What are some of your favorite T.V. shows?

Do you **REGULARLY** listen to the radio?

_Yes _No

At what time are you most likely to listen to the radio?
(Interviewer: in each category of time try to pin them down to specific hours of listening)

_Morning (From when to when)_____

_Afternoon (From when to when)_____

_Evening (From when to when)_____

_Night(From when to when)_____

_Various Times(From when to when)_____

_Morning/evening/night(From when to when)_____

_Weekends only(From when to when)_____

_Weekdays only(From when to when)_____

What radio stations do you listen to **FREQUENTLY**?

On average how many hours a day do you listen to the radio?

_One hour or less

_between one to two hours

_between two to three hours

_between three to four hours

_More than four hours a day

How did you find out about NOVA?

_Schedule of Classes mailed to my home
_T.V.
_Radio
_Newspaper/Magazine
_Friends
_Teachers
_Parents
_Road Signs
_Other_____

Do you get the Schedule of classes?

_Yes _No

Did you receive the Schedule in the mail?

_Yes _No

If NO, how did you get the Schedule?

Have you used the College Catalog to get information about the College ,its programs and courses?

_Yes _No

If YES, how did you get access to the catalog ?

_Bought a catalog
_Borrowed a catalog from a friend
_Other_____

Do you have access to a personal Computer outside of Nova?

_Yes _No

Do you use that P.C. to access the internet?

_Yes _No

INTERVIEWER COMMENTS: (to be written as soon as the interview is finished)

NORTHERN VIRGINIA COMMUNITY COLLEGE

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